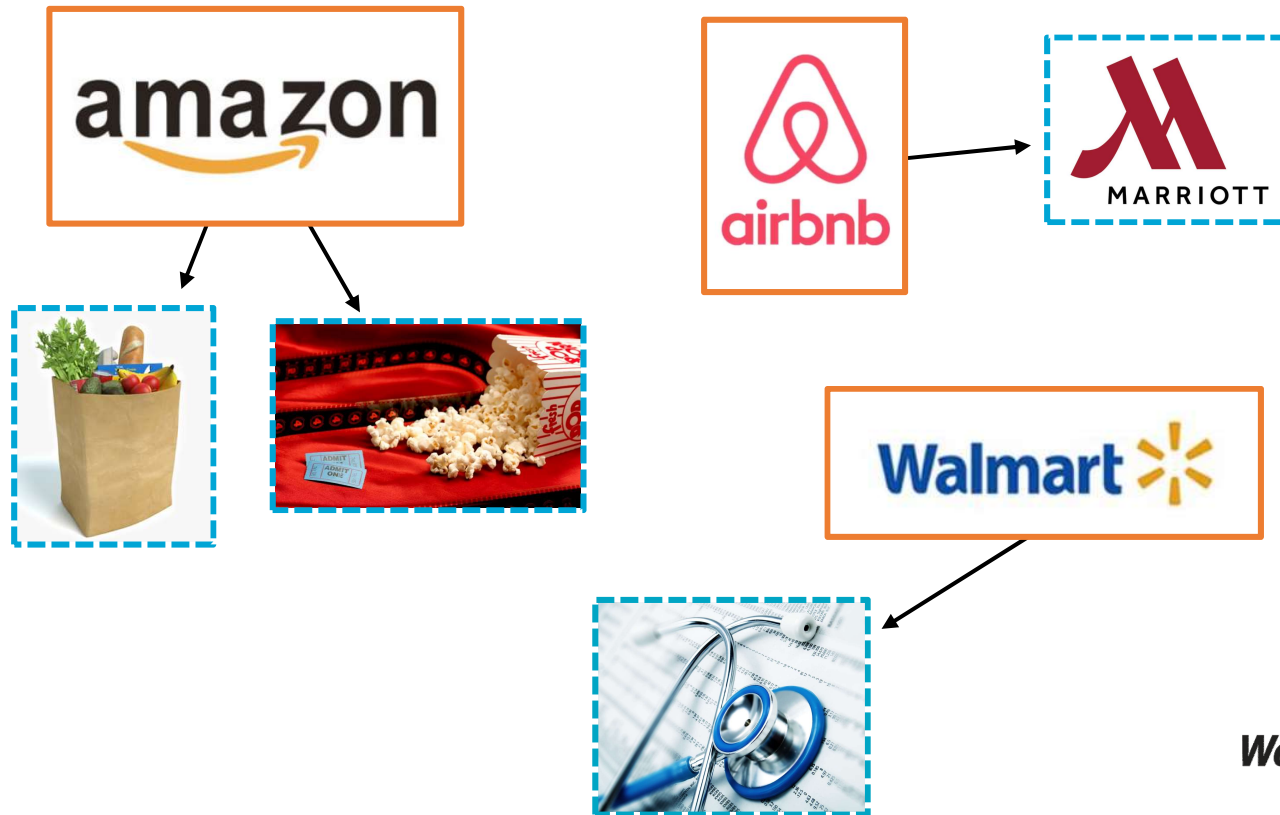


# Fresh, Fearless & Formidable: Practical approaches to paying “New Economy” talent at traditional businesses

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Companies are pushed to rethink their business



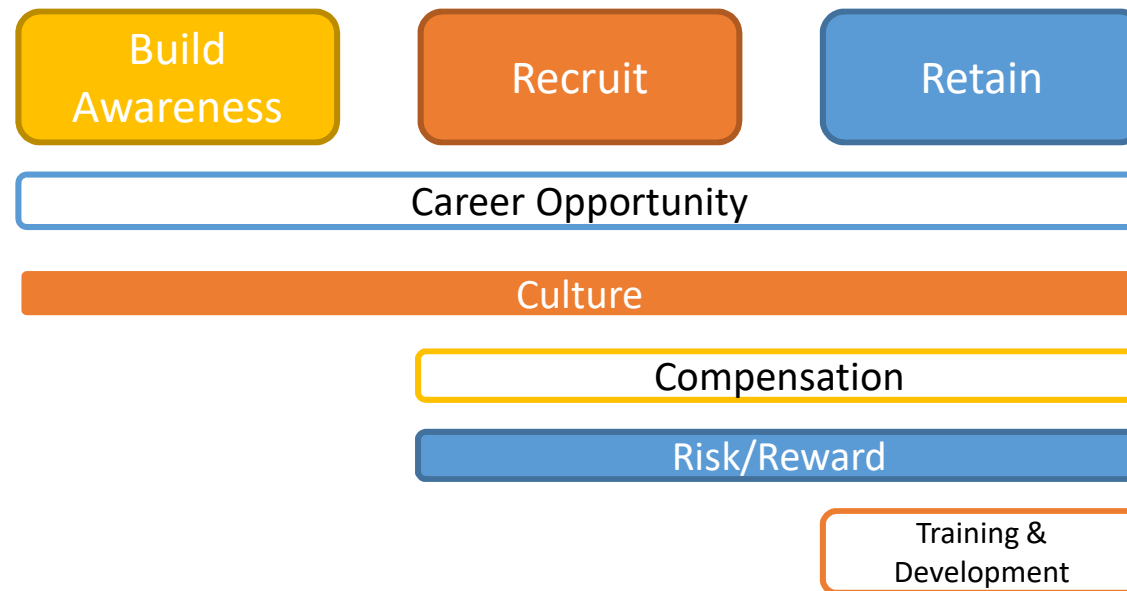
## Companies offer different risk/reward employment and pay profiles

Startup	Established Tech Company	More Traditional Company
e.g. Pre-IPO, possibly pre-revenue	e.g. Apple, Google, Uber, Facebook	e.g., supermarkets, Hasbro
Stereotypical Compensation		
<ul style="list-style-type: none"> <li>• High risk/high reward</li> <li>• “I’ll make millions!”</li> <li>• Equity excitement</li> </ul>	<ul style="list-style-type: none"> <li>• Significant upside</li> <li>• Competitive base pay and benefits</li> <li>• Equity excitement</li> </ul>	<ul style="list-style-type: none"> <li>• Competitive cash compensation and benefits</li> <li>• “Boring” equity</li> </ul>

To compete for new economy talent, companies must:

- Provide a holistic view of employment
- Create an employment “brand”
- Highlight the differences and persuade them

# The New Employee Proposition



## Keys to a successful compensation framework

- Be flexible based on business need
- Understand the value of the needed skills
- Be open to doing something different and partner with the business
- Give businesses multiple tools to execute

# Case Study Discussion



## How to make your current pay program work

- Establish a flexible framework
- Educate managers and employees
- Reinforce with ongoing communication



## When a distinct pay program is appropriate

- Separate talent pool
- Hard-to-find or critical skill set
- Different business economics
- Low synergy with other departments
- Internal equity is not an issue